

## ABSTRAK

### PENERAPAN STRATEGI *COOL JAPAN* DALAM DIPLOMASI PUBLIK JEPANG DI INDONESIA 2020-2023

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Perkembangan budaya Jepang di Indonesia setelah diadopsinya diplomasi publik sebagai kebijakan dan *Cool Japan* sebagai konsep strategi memberikan keuntungan bagi Jepang. Adanya pemusatan kepentingan dikawasan Asia Tenggara, termasuk Indonesia diharapkan memberikan keuntungan lebih, dimana bagi Indonesia, Jepang merupakan investor terbesar dan mitra strategis. Namun pada kenyataannya, negara-negara didunia termasuk Indonesia dan Jepang dengan adanya penyebaran Covid-19 telah menimbulkan pembatasan terhadap aktivitas diplomatik negara-negara di seluruh dunia, termasuk Jepang. Penelitian ini bertujuan untuk menganalisis *cool Japan strategy* dan menganalisis bagaimana penerapan strategi *cool Japan* dalam diplomasi publik Jepang di Indonesia pada bidang jasa.

Penelitian ini menggunakan metode penelitian kualitatif dengan analisa deskriptif, dengan menggunakan teknik pengumpulan data studi pustaka dan studi dokumentasi. Peneliti juga menggunakan teknik analisis data menurut Miles dan Huberman, dengan 3 tahapan, yaitu tahap kondensasi data, tahap penyajian data, serta tahap kesimpulan dan verifikasi. Penelitian ini mendeskripsikan dan menganalisis bagaimana penerapan strategi *cool japan* dalam diplomasi publik di Indonesia pada tahun 2020 sampai 2023 khususnya di bidang industri kreatif pada masa dan pasca pandemi, yang dianalisis dengan menggunakan konsep budaya populer dan 3 elemen teori diplomasi publik milik Mark Leonard dkk, seperti *news management*, *strategic communication*, dan *relationship building*.

Hasil dari penelitian ini menunjukkan bahwa Jepang telah melakukan beberapa upaya, melalui *news management* dengan memaksimalkan media online, terutama dimasa pandemi melalui media sosial, dan media massa, dimana optimalisasi dari media online semakin pesat pada masa pandemi dan pasca. Melalui *strategic management*, Jepang mengupayakan penerapan agenda seperti festival, konferensi, dan pemaksimalan melalui grup idol dengan mempertimbangkan pada pelaksanaan penerapan hybrid dan penerapan berbeda dari sebelumnya. Adapun hasil analisis melalui *relationship building*, menunjukkan bahwa MOFA telah melakukan berbagai upaya untuk mempromosikan pertukaran penduduk maupun pelajar, pertukaran intelektual, seperti program JET, dan JENESYS, serta upaya dalam investai dan pengembangan usaha melalui JETRO. Upaya tersebut dilakukan Jepang guna memperluas lingkaran orang-orang yang memiliki ketertarikan besar terhadap atau pengetahuan tentang Jepang, serta mempererat hubungan kedua negara.

**Kata Kunci :** *Cool Japan*, Penerapan Strategi, Diplomasi Publik, Budaya Populer.

## **ABSTRACT**

### **IMPLEMENTATION OF THE COOL JAPAN STRATEGY IN JAPANESE PUBLIC DIPLOMACY IN INDONESIA 2020-2023**

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The development of Japanese culture in Indonesia after the adoption of public diplomacy as a policy and Cool Japan as a strategy concept provides benefits for Japan. The concentration of interests in the Southeast Asian region, including Indonesia, is expected to provide more benefits, where for Indonesia, Japan is the largest investor and strategic partner. But in reality, countries in the world including Indonesia and Japan with the spread of Covid-19 have caused restrictions on the diplomatic activities of countries around the world, including Japan. This research aims to analyse the cool Japan strategy and analyse how the implementation of the cool Japan strategy in Japan's public diplomacy in Indonesia in the service sector. This research uses qualitative research methods with descriptive analysis, using data collection techniques of literature study and documentation study. Researchers also used data analysis techniques according to Miles and Huberman, with 3 stages, namely the data condensation stage, the data presentation stage, and the conclusion and verification stage. This research describes and analyses how the implementation of the cool Japan strategy in public diplomacy in Indonesia from 2020 to 2023, especially in the creative industry during and after the pandemic, which is analysed using pop culture concept and 3 elements of Mark Leonard et al's public diplomacy theory, such as news management, strategic communication, and relationship building. The results of this study show that Japan has made several efforts through news management by maximising online media, especially during the pandemic through social media, and mass media, where the optimisation of online media is increasing rapidly during the pandemic and post. Through strategic management, Japan strives to implement agendas such as festivals, conferences, and maximisation through idol groups by considering the implementation of hybrid applications and different from before. As for the results of the analysis through relationship building, it shows that MOFA has made various efforts to promote population and student exchanges, intellectual exchanges, such as the JET, and JENESYS programmes, as well as efforts in investment and business development through JETRO. These efforts are made by Japan to expand the circle of people who have a great interest in or knowledge of Japan, and strengthen the relationship between the two countries.

**Keywords:** Cool Japan, Popular Culture, Public Diplomacy, Strategy Implementation